PERFORMANCE ANALYSIS OF SELECTED PRIVATE LIFE INSURANCE COMPANIES IN INDIA – A COMPARATIVE STUDY

A

SYNOPSIS

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Introduction

Indian Insurance sector is getting ready for new era, where it is building world-class risk Management capability. The insurance sector in India has come a full circle, from being as open competitive market to complete nationalization and then back to a liberalized market. Insurance has a key role in stabilizing the economy, trade and commerce. The nationalization of insurance business in the country resulted in the establishment of Life Insurance Corporation of India (LIC) in 1956 as a wholly- owned corporation of the government of India. The life insurance market in India was underdeveloped and was tapped only by the states owned LIC till the entry of private insurance. Indian customers, who have always seen life insurance as a tax saving device, are now suddenly turning to the private sector and snapping up the new innovative products on offer. The Private players have taken some market share from LIC, and major growth has happened because of market expansions. The biggest challenge for the industry today is the low levels of penetration and lack of consumer satisfaction. Insurance sector in India has come a long way from being a nationalized to a liberalized market. Till 1990's the Indian Insurance market was under the Government rule, after the Economic reforms, the New Economic policy gave a nod the deregulation and liberalization of the sector. RN Malhotra, former Governor of RBI, Committee was set in 1993, to evaluate the Indian Insurance Industry and recommend the future directions with the objective of complementing the reforms initiated, aiming for more efficient and competitive financial system viable for the economy. It also proposed for the regulatory body as IRDA under the Insurance Regulatory and Development Authority Act, 1999, layed the groundwork for establishing "an Authority to protect the interests of holders of insurance policies, to regulate, promote and ensure orderly growth of the insurance industry".

Life insurance is universally acknowledged to be an institution, which eliminates 'risk', substituting certainty for uncertainty .Life insurance is civilization's partial solution to the problems that caused by death. In short, life insurance is concerned with two hazards that stand across the life-path of every person:

1. That of dying prematurely is leaving a dependent family to fend for itself.
2. That of living till old age without visible means of support.

Life insurance providers offer diversity of products to business, providing protection from risk thereby ensuring financial security. It helps individual and organization to minimize the consequences of risk which impart significant cause on the growth and development of insurance industry. In India private life insurance companies are facing major challenges in reaching out willing customers, providing them services, acquiring and retaining players, product and distribution innovation etc. Apart from addressing the challenges of customers, improving the performance to achieve profitable growth is another big challenge faced by Indian Private life insurers. To sustain the profitable growth, private life insurance companies are struggling in spreading awareness about need of insurance, developing brand strength, meeting regulatory demands, establishing wide network of distribution channels and setting infrastructure. To emerge as winners private sector life insurance companies should reconsider strategies which help them to have a sustainable and profitable business.

Historical background of Insurance industry

Life Insurance in its modern form came to India from England in the year 1818. Oriental Life Insurance Company started by Europeans in Calcutta was the first life insurance company on Indian Soil. All the insurance companies established during that period were brought up with the purpose of looking after the needs of European community and Indian natives were not being insured by these companies. However, later with the efforts of eminent people like Babu Muttylal Seal, the foreign life insurance companies started insuring Indian lives. But Indian lives were being treated as sub-standard lives and heavy extra premiums were being charged on them. Bombay Mutual Life Assurance Society heralded the birth of first Indian life insurance company in the year 1870, and covered Indian lives at normal rates. Starting as Indian enterprise with highly patriotic motives, insurance companies came into existence to carry the message of insurance and social security through insurance to various sectors of society. Bharat Insurance Company (1896) was also one of such companies inspired by nationalism. The Swadeshi movement of 1905-1907 gave rise to more insurance companies. The United India in Madras, National Indian and National Insurance in Calcutta and the Co-operative Assurance at Lahore were established in 1906. In 1907, Hindustan Co-operative Insurance Company took its birth in one of the rooms of the Jorasanko, house of the great poet Rabindranath Tagore, in Calcutta. The Indian Mercantile, General Assurance and Swadeshi Life (later Bombay Life) were

some of the companies established during the same period. Prior to 1912 India had no legislation to regulate insurance business. In the year 1912, the Life Insurance Companies Act, and the Provident Fund Act were passed.

Emergence of Private Life Insurance Companies

At the time of opening of the insurance sector in India there was no cut throat competition in the market. Till 2000, there was only one life insurance company operating in India i.e. Life Insurance Corporation (LIC) in the public sector. Indian government allowed privatization in insurance industry in 1999 setting up Insurance Regulatory Development Authority (IRDA) to regulate and develop insurance industry. IRDA issued licenses and has opened life insurance market to private companies. As a result, insurance sector in India has grown at a rapid rate after liberalization in 1999 and private players have been allowed to enter in life insurance market in India. India first opened up the insurance sector in the year 2000 under the Atal Bihari Vajpaye government when it allowed private sector firms to set up insurance companies and allowed FDI of 26%. After that , for a long time , there were demands from the industry to further increase this cap to 49%. The cap was eventually raised to 49% in 2015 by the Narendra Modi government in its first term. Paving the way for higher foreign direct investment (FDI) in the insurance industry, at present the new amendment is to permit 74% FDI in insurance companies as against the existing cap of 49%. The current amendment is an enabling amendment that gives companies access to foreign capital if they need it. It is an important shift instance as the increase in the FDI cap means insurance companies can now be foreign owned and controlled as against the situation wherein they are only Indian owned and controlled.

The Indian Life insurance industry expanded tremendously from 2000 onwards in terms of premium income, new business policies, number of offices, agents, products, riders etc. Insurance industry in India is moving through a phase of high growth which is led by Private players who tries to change the dynamics of market through modernization and improvement. Presently in 2020-21 there are 23 private life insurers and 1 public life insurers operating in India.

REVIEW OF LITERATURE

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books and other sources relevant to a particular area of research. The review of literature acknowledges the work of previous researchers and in so doing, assures the reader that your work has been well conceived

The literature survey has been categorized into two groups:

- International Reviews – 22
- National Reviews – 10

Table no. -1 INTERNATIONAL REVIEWS

S.no	Author	Year	Topic	Objectives	Description
1.	Patel Kiranmayi, Patel Pavan	2021	Performance of selected life insurance companies-Comparative analysis	To measure the performance of LIC and other 3 private insurance companies.	RESEARCH METHODOLOGY: CARAMEL model used to measure the performance during the period 2012-13 to 2018-19. FINDINGS: Study concludes that the earning and profitability ratio is the most important indicator of the performance.
2.	Patel Nidhi	2020	A Comparative Study of Financial Performance on LIC & ICICI Prudential Insurance.	To compare the financial performance of selected companies.	RESEARCH METHODOLOGY: This study use descriptive research methodology by secondary data collected from the annual reports of LIC & ICICI. Time period covered five years i.e. 2014-15 to 2018-19. FINDINGS: A declining current ratio could be pointing to financial problems.
3.	Batoo Anam l ,Sahi Abdullah	2019	Determinants of Financial Performance of Insurance Companies of USA and UK during Global Financial Crisis (2007–2016)	Identify the major determinants of financial performance of insurance companies of USA	RESEARCH METHODOLOGY: In this research total 24 insurance companies are selected, 12 insurance companies of USA and other 12 insurance companies from UK. FINDINGS: USA insurance industry

					show the internal factors including size of firm, leverage and asset turnover are positively correlated with the profitability indicators that are ROA and ROE.
4.	Chandrapal J.D	2019	Impact of liberalisation on Indian life insurance industry: A truly multivariate approach	to examine the impact of liberalisation on the Indian life insurance industry in respect of overall functional performance.	RESEARCH METHODOLOGY: Data of 552 respondents from Indian life insurers was used for the empirical examination. FINDINGS: The results reveal a positive impact of liberalisation on the Indian life insurance industry.
5.	Kanbiro Orkaido Deyganto* , Ayneshet Agegnew Alemu	2019	Factors Affecting Financial Performance of Insurance Companies Operating in Hawassa City Administration, Ethiopia	The main objective of this study was to investigate factors that affect performance of insurance companies operating in Hawassa city Administration, Ethiopia.	RESEARCH METHODOLOGY: The secondary sources of data were collected from all relevant documents such as books, journal articles; published and unpublished research papers and financial reports. FINDINGS: this study showed that out of eight (8) explanatory variables incorporated in the model, five (5) variables such as underwriting, premium growth, solvency ratio, growth rate of GDP, and inflation rate have significant effect on financial performance of the insurance companies Operating in Hawassa city Administration
6.	Siddiqui Ahmed Danish, Shawar kokab	2019	Factors Affecting Financial performance of life insurance industry in Pakistan	To find out the indicators of financial performance of insurance companies of Pakistan.	RESEARCH METHODOLOGY: Data of 5 insurance companies are chosen covering the period of 2013-2017.Data was analyzed using panel regression. FINDINGS: Result was size of the company has a negative impact on sales and

					investment profit.
7.	Kumar vishal , singh neha	2019	Post purchase experience of customers in life insurance policies: an empirical study.	To evaluate post purchase experience of life insurance policy holder.	RESEARCH METHODOLOGY: This study is based on sample of 396 respondents who are policy holder of public and private life Insurance companies. FINDINGS: This study finds three major factors for consumer post purchase behavior namely agent behavior, company image and customer service.
8.	Irem Hussanie, Bashir Ahmad joo	2019	Determinants of Profitability of life insurance insurers in India-panel evidence	To identify the factors determining the profitability of Indian insurance companies	RESEARCH METHODOLOGY: The study includes 12 Life Insurance companies for a period covering 2005-15. FINDINGS: The result reveals that liquidity , loss ratio, investment performance, operating margin, premium growth and tangibility are significant in determining the profitability, as measured by ROA, of Indian Life Insurers.
9.	Sheikh Shahnawaz	2018	Performance Analysis of Indian Life Insurance Companies using the Analytic Hierarchy Process	Analyze the performance of Indian Insurance Companies using the AHP Technique.	RESEARCH METHODOLOGY: Both secondary and primary data is used for analysis of the performance of Indian Insurance Companies using the AHP technique. FINDINGS: Find out the significant positive relationship between the parameters and their composite scores depicting that these five criteria (premium, benefits, product diversity, customer service, distribution network) are mainly considered before the buying decision is made.
10.	Adhikari kingshuk, Ghosh Ankita	2018	Financial performance of private sector life insurance	To assess the financial performance of select life insurance	RESEARCH METHODOLOGY: The study was based on secondary data. The study covered a period of six

			companies in india: a comparative study	companies in India.	years i.e., from 2008-2009 to 2013-2014. FINDINGS: Study found that Kotak Mahindra is the only company among the three which shows positive values and so the mean return is higher than the other two.
11.	Supriya	2018	Evaluation of financial performance of life insurers in India.	To analyze the financial performance of life insurers.	RESEARCH METHODOLOGY: This study includes 6 India life insurers sample. The study period includes 6 financial year from 2011-12 to 2016-17. FINDINGS: Private insurers are seen to be ahead grabing more market share which is quite visible in the business volume fluctuations.
12.	Mayowa G Ajao and Eghosa ogieriakhi	2018	Firm specific factors and performance of insurance firms in Nigeria.	To Investigate the relationship between firm specific factor and the performance of insurance firms in Nigeria.	RESEARCH METHODOLOGY: The period of study was 2009-2017for 12 sampled Insurance firms quoted on the Nigeria stock Exchange using the Panel least square technique. FINDINGS: The study indicates that size is negatively and significantly related to performance.
13.	Sumit Bodla , Deepak Tandon , B. S. Bodla	2017	Profitability Performance of Life Insurance Companies – A Study in Indian Context	To analyze the profitability performance of private sector life insurance companies;	RESEARCH METHODOLOGY: This study a sample of 13 private sector life insurance has been taken out of a population of 23 life insurance companies FINDINGS: Findings reveal that the life insurance industry has made a remarkable growth of premium after the entry of private players.
14.	Talla Narayan Gowd.	2017	Effects of Claim Settlement Practices on the Operating Efficiency and Profitability of	1. To study the claim settlement practices of public and private sector life insurance	RESEARCH METHODOLOGY: The exploratory Research design is applied. IRDA annual reports and the selected company annual

			Life Insurance Companies of India-A Comparative Study of Public and Private Sector.	companies, India. 2. To analyze the effect of claim settlement practices on the operating efficiency and profitability performance.	reports from 2001-02 to 2012-13 were used to collect required data. FINDINGS: Study concluded that the claim settlement practices of life insurance industry had statistically significant impact on their profitability as well as operating efficiency
15.	boyjoo teenoosha isree, vani ramesh, vishal c jaunky	2017	Determinants of the mauritian life insurance industry's performance– an empirical study	To determine a series of factors (size, leverage, liquidity etc.) that influence the performance of life insurance companies in Mauritius.	RESEARCH METHODOLOGY: Performance of insurers was determined by using Return on Assets as dependent variable. FINDINGS: Research leads to the conclusion that five factors influence the profitability of mauratian life insurers namely, compamy size , underwriting risk, profitability.
16.	Habeeb Mahamma d, Kumar Anil. B Kote, Nabi Tawheed.	2016	Performance Calculations of Life Insurance corporation in India – A Macro level analysis	1. To measure the performance of life insurance corporation in India. 2. To examine the operating efficiency of LIC in India.	RESEARCH METHODOLOGY: Data and information have been extracted from annual reports of LIC of India. Study has been adopted the tools like percentage, annual growth rate. FINDINGS: It has been found from the study LIC provides an employment to almost one lakh people directly or indirectly in india.
17.	Wondwoss en jerene dare	2016	Factors affecting general insurance companies profitability: empirical study in India	To investigate factors that determining general insurance Profitability in India.	RESEARCH METHODOLOGY: Financial statements of non-life general insurance companies were collected from the year 2006 up to 2016 from 10 general insurance companies (4 public and 6 private insurances). FINDINGS: Astudy found that, capital adequacy and GDP are positively affecting profit and liquidity and inflation negatively

					affecting the profitability of general insurances in India.
18.	Chandarana M. Harish	2016	Business Performance of Private Life Insurance Players in India.	To appraise the business performance of Private sector in life insurance industries players in terms of total life insurance premium.	RESEARCH METHODOLOGY: Study covered 10 years from 2004-05 to 2014-15. FINDINGS: Stud revealed that there are some problems with private insurance product , premium amount , and service quality or other.
19.	Rakesh H.M , Shipa R	2015	A Study of Financial Performance of Life Insurance Corporation of India.	To know the financial and operating performance of LIC.	RESEARCH METHODOLOGY: The period of study will be for 9 years from 2005-06 to 2013-14. FINDINGS: Result found that the performance is consistent and maintained god market value for its product.
20.	Showket Ahmad Dar, Javaid Ahmad Bhat	2015	A Comparative Evaluation of Financial Performance and Soundness of Selected Public and Private Life Insurers in India	To evaluate the financial soundness and performance of selected public and private life insurers in India	RESEARCH METHODOLOGY: Study covered both analytical and empirical in nature and makes use of secondary data FINDINGS: The overall results reveal that the capital adequacy level of selected private life insurers is far better than the mean capital adequacy level of public life insurer.
21.	Naidu C kalpana, paramasivan C	2015	A comparative study of public and private life insurance companies in India	To compare the perception of customers in terms of service quality and analyze the performance of public and private life insurance companies in India	RESEARCH METHODOLOGY: Secondary data were collected from annual reports of IRDA, IRDA journal and journal ad life insurance. For the analysis of data, statistical tools like percentage, ratios, growth rates and coefficient of variation were used. FINDINGS: Study revealed that privatization of the insurance sector is feared to affect the prospects of the LIC, the study shows that the LIC continues to dominate the sector.

22.	Bedi Singh Harpreet, singh preeti	2011	An empirical analysis of life insurance industry in India	To Analyze the overall performance of life insurance industry of India between pre- and post-economic freeform era.	RESEARCH METHODOLOGY: Data were analyzed by using t-test and Anova. FINDINGS: Study reveals that there is tremendous growth in the performance of Indian life insurance industry and LIC due to the policy of LPG.

Table no. -2 NATIONAL REVIEWS

S.no	Author	year	Topic	Objectives	Description
1.	Johri Gyanendra B.S	2020	Financial performance of life insurance corporation of India in Indian financial market.	To evaluate the financial performance of the life insurance corporation of India.	**RESEARCH METHODOLOGY:** This Study is based on secondary data and tool used are ratio analysis and CAGR (compounded annual growth rate) .Period of study covered 10 years i.e. 2010 to 2019. **FINDINGS:** The result of the analysis shows that there were no major changes in the financial performance of the agency during the period, rather the growth rate was comparatively low.
2.	Ray Saon, Thakur Vasundhara, Bandyopadhyay Kuntala	2020	India's insurance sector: challenges and opportunities.	To analyze the Indian insurance sector and trace its evolution and growth.	**RESEARCH METHODOLOGY:** By identifying the key challenges facing by the sector by collecting data from IRDAI Annual reports. **FINDINGS:** Results shows that low penetration and density rates, less investment in insurance products, the dominant position of public sector insurers and their deteriorating financial health are some of the challenges facing the sector.
3.	Jain Ruchi	2018	Customer Satisfaction towards services of life insurance corporation (LIC) with special reference to Jaipur city.	To identify the factors affecting customer satisfaction in the life insurance sector.	**RESEARCH METHODOLOGY**: The study targeted on policy holders residing in the Jaipur city. Both primary and secondary data has been used. **FINDINGS:**

					The study disclosed that almost all the respondents are conscious of life insurance corporation of India.
4.	Giri Manohar	2018	A behavioral study of life insurance purchase decisions .	To understand the decisions to purchase insurance from a consumer behavioral perspective.	**RESEARCH METHODOLOGY:** As per the description of the data that is available from the (IHDS) websites. The data represents the multi topic survey of 1503 villages and 971 urban neighborhoods across India. **FINDINGS:** Finally we studied lapsation of policies that were reported by the respondents in the survey.
5.	Kanbiro Orkaido Deyganto* , Ayneshet Agegnew Alemu	2019	Factors Affecting Financial Performance of Insurance Companies Operating in Hawassa City Administration, Ethiopia	The main objective of this study was to investigate factors that affect performance of insurance companies operating in Hawassa city Administration, Ethiopia.	RESEARCH METHODOLOGY: The secondary sources of data were collected from all relevant documents such as books, journal articles; published and unpublished research papers and financial reports. FINDINGS: this study showed that out of eight (8) explanatory variables incorporated in the model, five (5) variables such as underwriting, premium growth, solvency ratio, growth rate of GDP, and inflation rate have significant effect on financial performance of the insurance companies Operating in Hawassa city Administration
6	M.B Roopa	2017	Financial performance of public and private life insurance companies in India.	To analyze the key indicators for financial performance of life insurance companies in India	**RESEARCH METHODOLOGY:** For the purpose of study secondary data is collected through annual reports of the companies, relevant journal and IRDA publications. Study is carried out for the period from 2002 to 2016 **FINDINGS:** This study finds that the life insurance companies in

					india are using horizontal analysis for analyzing the financial performance of the company.
7.	Gupta Richa	2016	An Empirical study on factors responsible for not buying LIC Insurance in India: with special reference to Varanasi.	To identify the factors responsible for not buying Life Insurance	**RESEARCH METHODOLOGY:** Judgmental sampling has been used to obtain the views of prospective customers residing in Varanasi. A sample of 300 non- policy holders have been choose. **FINDINGS:** As a result 24 companies are working in life insurance sector in India.
8.	Sonali Trivedi	2016	A Study on risk Management tools & Techniques in Life Insurance in India.	To develop a tools and techniques for life insurers to analyze the customer.	**RESEARCH METHODOLOGY:** The sample size of the study was 200 respondents and sampling method was stratified sampling. **FINDINGS:** Study shows that they comprise 40% of population.
9.	Rajasekar D, Kumari T. Hymavathi	2014	Life insurance industry in India- An overview	-To examine the structure and review of banking and insurance industry in India. -To study the performance of life insurance industry in India during the study period.	**RESEARCH METHODOLOGY:** The secondary data have been collected from the relevant annual reports of Life insurance company ltd. The performance of life insurance industry is calculated by way of percentage in respect of premium income, corporate agents **FINDINGS:** Private players started increasing their business and they covered every nook and corner of the society to attract the customers. As a result, number of life insurance offices increased from 2199 in the year 2001-02 to 11546 in the year 2010-11.
10.	Sharma Vikas	2013	A comparative Study of Public and Private Life Insurance.	To compare the performance of public and private life insurance companies.	**RESEARCH METHODOLOGY:** The study based upon secondary data which has been collected from annual reports of IRDA, IRDA

					journal and life insurance. The data used in the paper covers the period from 2006-07 to 2011-12. **FINDINGS:** The study shows that the LIC continues to dominate the sector. private sector companies also tried to increase their market share.

Research Gap

The Review of literature shows that the previous Studies examine the financial performance of life insurance companies by examine their profitability and operating position. Many studies are based on the comparative analysis of financial performance of public and private sector life insurance companies in India. It has also been observed that most of the previous studies have been conducted on factor affecting financial performance of life insurance companies and the various determinants which affects the profitability of life insurance companies. Besides most of the previous studies focuses on the financial analysis of Life insurance Corporation.

The present study will considered the performance analysis of private sector life insurance companies. For Performance analysis growth rate of selected private Life Insurance companies will be examined and evaluation of profitability & productivity of Private Life Insurance companies will be made. On the basis of results derived a comparative analysis of their performance will be made. Both primary as well as secondary data will be used for performance analysis of the selected private life insurance companies.

Need Of the Study

Insurance is the backbone in managing the risk of the country. Life insurance companies offer diversity of products to business, providing protection from risk thereby ensuring financial security. Indian private Life Insurance companies are facing major challenges in reaching out to willing customers, providing them services, acquiring and retaining untapped and new business.

- The study will show the financial performance as well as growth of Insurance business in selected private life insurance companies in India which will help the stakeholders to make decisions accordingly.

- ❖ The study will provide a comparative analysis of performance of selected life insurance companies which will help their management to work out their future strategies.
- ❖ The study will help to know the perceptions of stakeholders towards the selected private Life insurance companies.

Therefore, there is a need for the study on the topic: performance of selected private life insurance companies in India: A comparative study.

Objectives of the Study

The objectives of the study provide a definite and proper track for any research activity. To make the present study more scientific following objectives are designed by the researcher.

1. To evaluate the growth of selected Private Life Insurance Companies in India.
2. To examine the profitability of selected Private Life Insurance companies in India.
3. To measure the productivity of selected private life insurance companies in India.
4. To compare the profitability & productivity of selected life insurance companies in India
5. To analyze the stakeholder's perception of selected private life Insurance companies.

Research Methodology

To accomplish the objectives of the study following research methodology will be adopted:

Types of research

This study is descriptive and analytical in nature.

Data Collection:

Types of data: Primary and secondary data will be used for the study.

Sources of data

Primary Data: Primary data will be collected through questionnaires. For this purpose 200 stakeholders will be taking into consideration.

Secondary Data: Secondary data will be collected from the following sources:

- Research papers from national and International journals.
- Annual Reports of selected private life insurance companies.
- Articles published in newspapers & magazines, IRDAI bulletins.

Sample size

For the purpose of the study 10 Private Life Insurance Companies on the basis of Claim Settlement Ratio as on 31st March 2017.

Table no. – 3 Company's Name

S.no.	Private sector life insurance companies
1.	Max life Insurance Company Limited
2.	TaTa AIA Life Insurance Company
3.	ICICI Prudential Life Insurance Company
4.	HDFC STD Life Insurance Company
5.	Bharti Axa Life Insurance Company
6.	Exide Life Insurance Company
7.	SBI Life Insurance Company
8.	DHFL Pramerica Life Insurance
9.	Aditya Birla Sun life Insurance Company
10.	AEGON RELIGARE Life Insurance

Justification of selection of sample

Selected companies are well established and having huge market share in the Life insurance business in their respective sector. The selection is made on the following basis:

- These companies are listed in BSE and NSE.
- These companies are among top 10 companies on the basis of claim settlement ratio as well as Payment of Premium as per the IRDA (Insurance Regulatory Development Authority) as on 31st march 2017.

Period of the study

The data will be examined for the 5 financial years that is from 2017-18 to 2021-22.

Tools for analysis:

- **Statistical tools:**

- Compound annual growth rate (CAGR) will be used to evaluate the growth rate of selected private life insurance companies.
- Productivity performance of the Life insurers will be examined using the following ratios
  - Claim ratio (Net claim incurred to net written premium)
  - Expense Ratio (Expenses of management to net written premium)
  - Investment Income Ratio (Investment income to net written premium)
- ANOVA will be used to make comparative analysis.

❖ Chi-square test will be used to analyze the perception of stakeholders.

Research Hypothesis: To achieve the objectives of the study, following null hypotheses have been framed:

H01: There is no significant difference in the annual growth rate of selected private life insurance companies.

H02: There is no significant difference between profitability of Selected Private Life Insurance Companies.

H03: There is no significant difference between Productivity of Selected Private Life Insurance Companies.

H04: There is no difference in the perception of stakeholders.

Table no. – 4 Objective wise Methodology

S.no	Objectives	Methodology
1.	To evaluate the growth of selected Private Life Companies in India.	To achieve this objective, Compound annual growth rate (CAGR) will be used to evaluate the growth rate of selected private life insurance companies.
2.	To examine the profitability of selected Private Life Insurance companies in India.	To achieve this objective, profitability ratios will be used for the analysis. **TOOLS FOR STUDY:** **RATIO ANALYSIS**
3.	To measure the productivity of selected private life insurance companies in India.	To achieve this objective, following ratios will be used : - Claim Ratio - Expense Ratio - Investment Income Ratio **TOOLS FOR STUDY:** **RATIO ANALYSIS**
4.	To Compare the profitability & productivity of selected life insurance companies in India	To achieve this objective, the results derived from first two objectives will be used to compare the performance of selected companies. **STATISTICAL|PRESENTATION TOOLS** **ANOVA**
5.	To Analyze the stakeholder's perception of selected private Life Insurance companies.	To achieve this objective the information will be collected from questionnaires to be filed by 200 respondents. **STATISTICAL|PRESENTATION TOOLS** **CHI-SQUARE TEST**

Proposed Chapter plan

Chapter 1: Introduction

Chapter 2: Review of literature

Chapter 3: Evaluation of the growth of selected Private Life Companies in India.

Chapter 4: Profitability & productivity analysis of selected Private Life Insurance companies in India.

Chapter 5: Comparative analysis of financial performance of selected Private Life Insurance Companies

Chapter 6: Analysis of respondents

Chapter 7: Findings, Conclusion & Suggestions

Chapter 8: References

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